

ORDER



KLAS

Orders Order / Rev: 37052
 Alt Order #: 08854421
 Product Desc: AFF-SENATE
 Estimate: 515
 Flight Dates: 08/22/12 - 08/28/12
 Original Date / Rev: 08/21/12 / 08/21/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: Mentzer Media Services
 Buying Contact:
 Billing Contact:
 600 Fairmont Avenue
 Towson, MD 21286

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: American Future Fund
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru: 06/03/10
 Order Separation: 00:10:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	5	\$45,100.00	\$38,335.00
08/27/12	08/28/12	0	\$0.00	\$0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	5	\$45,100.00	\$38,335.00	0.00
Totals	5	\$45,100.00	\$38,335.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	21%	\$45,100.00
Market	100%	\$214,761.90

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	26%	\$55,838.10
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	28%	\$60,133.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/22/12	08/22/12	Wed 10-11p CSI	CM	10-11p	--W----	:30	1	\$15,000.00	LV1	0.00	NM	1	\$15,000.00
CSI <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 --W---- 1 \$15,000.00 0.00															
E 2	8	08/23/12	08/23/12	Thu 10-11p Person Of Interest	CM	10-11p	---T---	:30	1	\$10,000.00	LV1	0.00	NM	1	\$10,000.00

Advertiser:	American Future Fund
Product Desc:	AFF-SENATE
Estimate:	515

KLAS

Totals	5	\$45,100.00
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